

*The*

# Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS



**June  
1959**

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**A. HERBERT MATHES, A.I.A.**

Architect on the new Fontainebleau Convention Hall and Addition



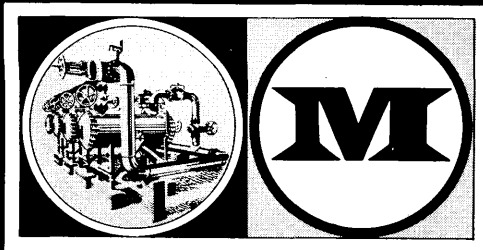
The Herbert Mathes architectural touch is represented in many diversified areas of the Florida scene. Among the Mathes-created buildings are TV Studios, Oceanfront Luxury Hotels and Shopping Centers. The now-under-construction giant Convention Hall and 500 additional rooms to the magnificent Fontainebleau Hotel on Miami Beach is another Mathes contribution to the Florida scene. The plumbing and heating on the addition, as on the original building, is by Markowitz Bros., Inc.

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# BRIGGS

B E A U T Y W A R E



# The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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## F.A.A. OFFICERS — 1959

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## THE COVER

The winning of exhibit awards is rapidly becoming habitual with Victor A. Lundy, Sarasota, member of the Florida Central Chapter. Again this year he scored in the AIA Honor Awards Exhibit. His design for the Tourist Center at Silver Springs received a Merit Award and was the only entry from Florida to appear in the winners' list. The Silver Springs project received recognition in design award program of "Progressive Architecture." Mozart photo.

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THE FLORIDA ARCHITECT



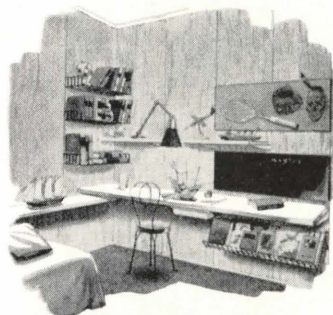
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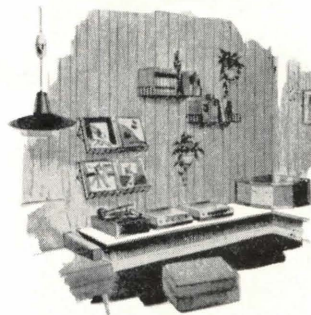
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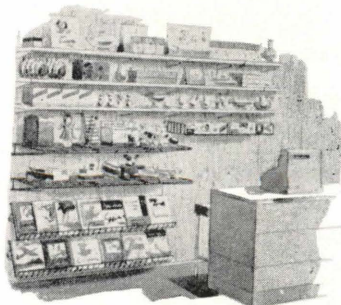
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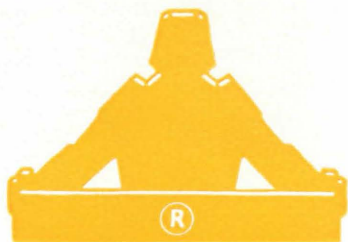
HOMES AND APARTMENTS . . .



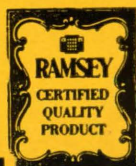
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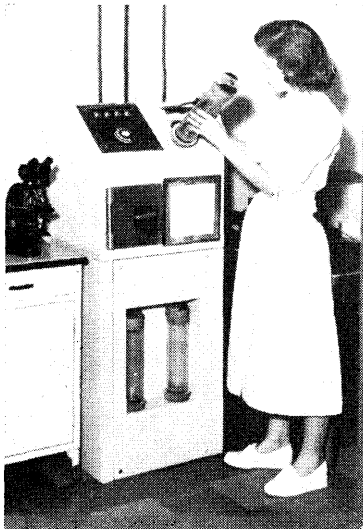
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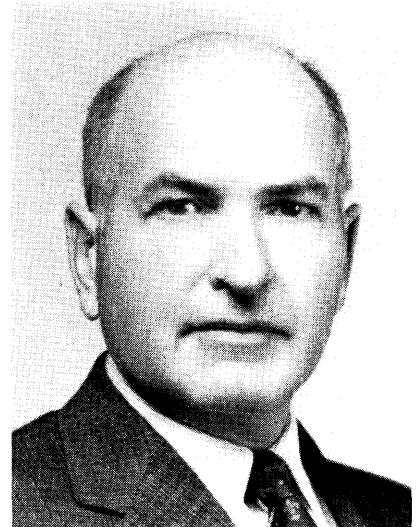
## Four Traveling Scholarships Established at University

EDWIN T. REEDER, AIA, Miami, and B. ROBERT SWARTBURG, AIA, Miami Beach, have contributed \$2,000 to establish two scholarships for 1959 and two in 1960 to enable outstanding students in the Department of Architecture, University of Florida, to visit and study important examples of American architecture. The awards are to be known as the CODA American Architectural Traveling Scholarships. Each carries a stipend of \$500.

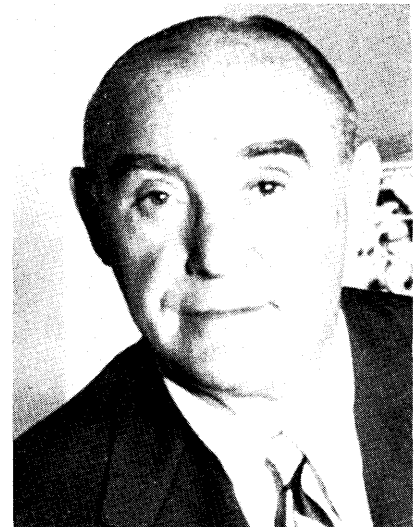
The scholarships were established to enable student architects to study at first hand the finest examples of American architecture of all periods. CODA scholars are to be chosen by the faculty of the Department of Architecture from students who have completed the fourth year of the curriculum in Architecture and who, upon completion of the scholarship, will require at least one semester to finish the requirements of the professional degree. Scholars are to be selected on the basis of previous academic performance and on their promise of high capacity for professional growth.

The scholarships will be used for a systematic inspection trip during a minimum of ten weeks of the summer recess. The scholars will follow an itinerary approved by the department faculty. At the completion of their tour, the scholars will submit a report and prepare an exhibit of photographs and drawings made during the tour. This exhibit will be displayed at the College of Architecture and Fine Arts and at the annual convention of the Florida Association of Architects.

The 1959 recipients of the first CODA scholarships, as announced by Professor JAMES T. LENDRUM, head of the Department of Architecture, are JULIAN S. PETERMAN, of Pensacola, and G. EDWARD SHAFER, of Warren, Ohio. In 1957, Mr. Peterman won first prize in the Pearce-Uible Competition and also received a merit award at the convention of the Florida Association of Architects for his design of a pediatrician's office. He has had practical expe-



Edwin T. Reeder, AIA.



B. Robert Swartburg, AIA.

rience in the offices of MAX J. HEINBERG, JR., AIA, Pensacola, and DAVID P. REAVES, AIA, Gainesville. He is a member of Gargoyle and, during 1958-59, has served as vice-president of the University of Florida Student Chapter of the AIA. Mr. Shafer is a member of Gargoyle and has served as a member of the Executive Council of the Lyceum Council of the University of Florida Student Government. He held a university scholarship in 1957-58, and has had six years of practical experience in heating and air conditioning.





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## Theme of 1959 Convention Will Be Centered on Design

Plans now underway for the 45th Annual Convention of the F.A.A. indicate that this will be one of the most uniquely interesting meetings in all F.A.A. history. Theme of the Convention will be "Architects' Omnibus." The phrase suggests the wide and varied scope of the architect's professional activities; and the development of this theme is shaping a program as unusual as it is significant.

More than other F.A.A. conventions held during recent years, this one will spotlight the art of design which is the real core of the architect's professional versatility. It will explore the ways in which the art in architecture can touch the life of the community, the neighborhood, the family and the individual.

To do this, the Jacksonville Chapter, as the Convention's sponsoring host, has enlisted the active cooperation of the Jacksonville Council of Arts. It has also prepared a roster of nationally known talent and accomplishments as participants in the Convention's seminar, discussion and entertainment sessions.

Heavier-than-usual emphasis is being placed on developing an exhibit of architects' work. And if the success of past exhibitions staged by Jacksonville Chapter is any criterion, the

1959 Convention exhibit will probably reach a new high relative to both content and presentation.

As in former years, an exhibit of building products will be an important part of the Convention. However, this year exhibit spaces have been limited to a total of 48; and each exhibitor is being urged to develop a presentation of his material, product or services that will tie in with the predominantly design theme of the Convention itself. A substantial proportion of available exhibit space has already been reserved or allocated.

A full Convention Committee has been named by Chapter President TAYLOR HARDWICK. Chairman is WALTER B. SCHULTZ; and in charge of specific phases of Convention activity are: HARRY E. BURNS, Jr., *Registration*; JOHN R. GRAVELEY, *Treasurer*; WAYNE P. MEYERS and CECIL B. BURNS, *Hospitality*; ROBERT C. BROWARD, *Architectural Exhibits*; NORMAN H. FREEDMAN, *Entertainment*; H. LANIER DRAKE, *Product Exhibits*; ROBERT E. BOARDMAN, *Awards*, and ROY M. POOLEY, *Publicity*. MRS. IVAN H. SMITH, president of the Chapter Auxiliary, will be in charge of the ladies' program.

## Do You Want to Be Loved . . . ?

By ROY M. POOLEY, AIA

Would you like to be appreciated for the service you render? Recognized for your contribution to society? And paid accordingly in coin of the realm?

To be perfectly candid, I must admit that appreciation of my work is balm to the spirit—and nothing (but nothing) makes the spirit soar like greenback appreciation. In fact, you are entirely welcome to accept this as one man's opinion of what "Public Relations" is all about.

In his P/R Workshop Notebook, Bob Denny (P/R Director for Henry J. Kaufman Asso.) put it this way.

PUBLIC RELATIONS is the practice of . . .

EVALUATING your policies with respect to the public interest,

IDENTIFYING your policies with the public interest,

COMMUNICATING this state of identification to the people upon whom your prosperity depends.

As to the business of the P/R Committee Meeting, here's a capsule report:

ATTENDANCE: Herb Savage & Roy Pooley, Co-Chairmen; Ed Grafton, Regional member, A.I.A. P/R

(Continued on Page 8)

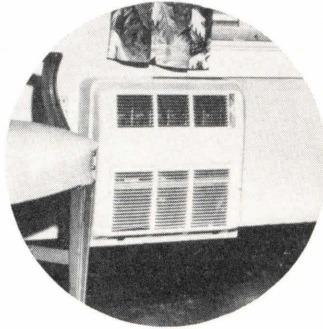


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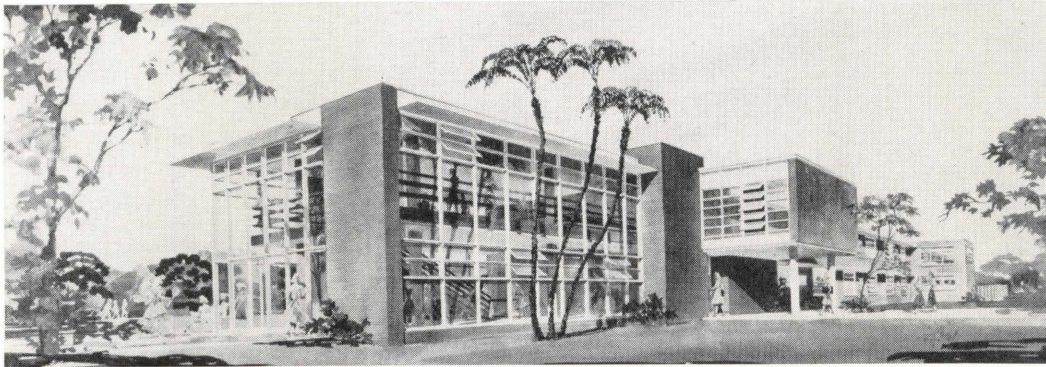
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## Want To Be Loved...?

(Continued from Page 6)

Committee; Bob Denny, A.I.A. P/R Consultant; Bob Hansen, John Grand, Fred Owles, Nils Johnson and several guests.

### RECOMMENDATIONS:\*

1. Purchase of two each of the four current P/R films from the Institute at a cost of about \$525.00. These to be use as a tool in conjunction with the proposed speakers bureau, to be circulated from Chap-

ter-to-chapter with information on their use.

2. Authorize and provide funds for the Executive Director's office to purchase necessary items for mailing of printed matter, available from the Institute, to a selected list now being compiled.

3. Encourage development of a celebration of the new regional status for Florida to be held in conjunction with the Board meeting scheduled in July at Palm Beach.

You may not know it, but President John Stetson gave your commit-

tee quite a job—to-wit: "Make the Architect the best known and liked professional in the state"—and all in one year. Accepting the challenge, your committee decided (with commendable logic, I believe) that in order to be the best liked, we will first have to be the best known.

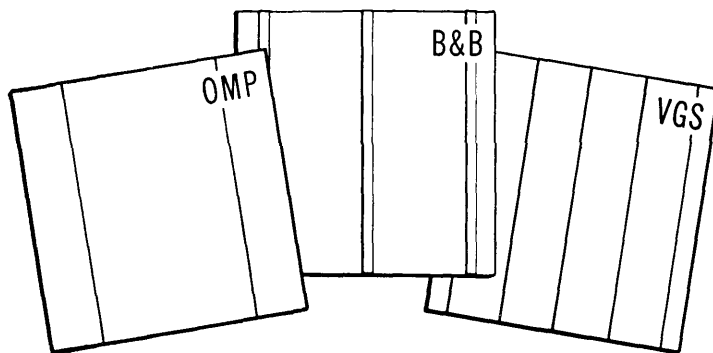
Following this reasoning, it seemed to be a good idea to ask our Architect Colleagues to meet people and it looks like the best way to do this is to be guest speakers at as many meetings as possible—church, business and civic clubs, P.T.A., and the oyster shucker's picnic.

What's that whisper from the side? "Oh sure, but prithee, tell me how, oh sage one?" Why, son, that's where the film strips come in, of course.

By the way, if you, too, suffer from fluttering butterflies and galloping heart throb at the lectern, I can personally recommend Dale Carnegie and Toastmasters Clubs as good medicine that's also fun to take.

Unofficial report by

Roy M. Pooley, *Chairman*  
P/R Committee F.A.A.



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### Survey on Status Ranks Registered Architect First

Here's balm for the frustrated and justification for the prideful! A survey by sociologist Vance Packard reported in a recent issue of *Look* magazine under the title of "The Pursuit of Status," showed that a registered architect is regarded as occupying the very top rung on the ladder of social status—at least by the good people of Chicago where the survey was conducted. The survey established ranking of occupations by status. The architect was highest of seven status groups. Next in line were stock broker, medical specialist, executive of a national firm, Federal judge, law partner in a prestige firm, flag rank military officer and a Bishop—in that order. Wonder what a Florida survey would show?



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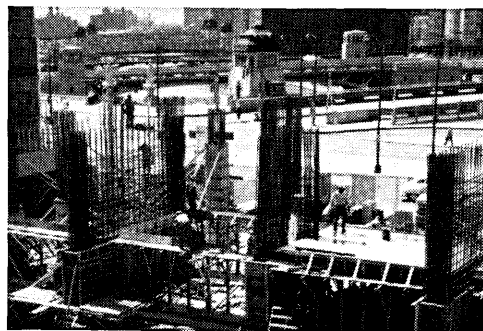
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On the 100 ft. x 150 ft. lot, space was at a premium. To make the most of it, architects Milton M. Schwartz & Associates, Inc., and the Miller Engineering Company, both of Chicago, chose *concrete*. With it, apartments are big... ceilings a full eight feet. Yet floor to floor height is only 8 ft. 10½ in. Plaster is applied directly to the concrete.

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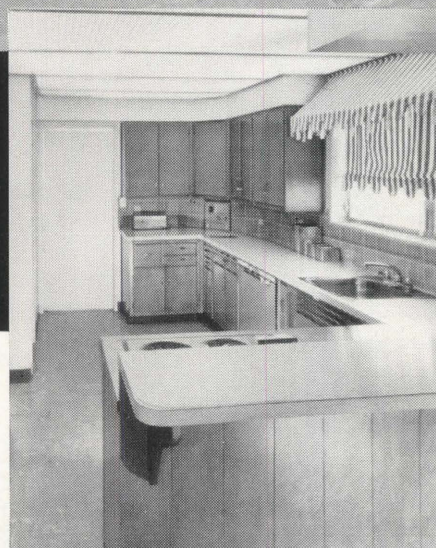
Four concrete shear walls extending across the width of the building provide necessary resistance to wind forces.





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Apartment kitchen of Mr. and Mrs. J. Aikens Miller at "The Four Seasons," new residential hotel in Fort Lauderdale.

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# Message from The President

## THE ARCHITECT vs. THE ENGINEER

By JOHN STETSON

President  
Florida Association of Architects



For almost seven years the Florida Association of Architects and the Florida Engineering Society have labored to find an answer to the overlapping of the two professional fields they represent. We jointly approved an "Architect - Engineer Agreement" which carefully specified who-should-do-what. We all agree that this now needs certain revisions, but basically the idea is still sound. During the years since the adoption of this document, for the most part, we have co-existed with no major flare-ups. Deviations from the intent of the rules so set up have been mostly by non-members of the two professional organizations. We have continued to do certain engineering, where it was a minor part of the overall projects, just as engineers continue to design buildings (not in their category) without utilizing the services of an architect. This exists in the best offices of both professions.

Recently we have seen a widespread infiltration of the field of architecture by certain civil, mechanical, structural, and even air conditioning engineers, as well as by land surveyors. Residences, apartments, hotels, motels, commercial buildings, shopping centers, schools and even churches bear the seal of the engineer. A major percentage of loans made by savings and loan institutions in Palm Beach County have borne the seal of four engineers. Not one ever received a day's training in architecture. How far could an architect go if he started practicing engineering, before the State Board of Engineer Examiners

and the Florida Engineering Society literally jumped down his throat?

On Thursday, April 23rd, Dick Rogers, representing the State Board of Architecture, Roger Sherman, Benmont Tench and your president from the F.A.A. met with the State Board of Engineer Examiners and quite a few engineers, at their convention in Jacksonville. We presented our problem, were well received, and everyone agreed that something should be done. Their Board pointed out the crux of the problem heretofore. The Board of Engineer Examiners has no power to keep engineers from practicing architecture, but — the State Board of Architecture does, just as it can stop shoe clerks or hod carriers from doing so. Conversely, the State Board of Architecture cannot stop an architect from practicing engineering, but the Engineering Board can. We shouldn't look to the dentists or to the realtors to stop engineers from designing residences; we should look to ourselves.

Our Board for years has done an admirable job, limited by lack of funds, what everyone seemed to think a weak registration law, foolish bickerings within the profession, etc. While we argued over trifles, major problems arose outside the jurisdiction of the Board. Now the time has come for our profession to stand firmly behind those five men, giving them every possible support. At a meeting of the State Board of Architecture held on May 1st, we reported our findings. The Board immediately ordered their attorney to take neces-

sary legal steps to enjoin three engineers from the practice of architecture. These will be used as examples to encourage others to retreat into their own realm. We assured the Board that the entire profession will always stand behind them in such matters, and if additional, even firmer steps are required, let us proceed immediately.

Photostatic copies of plans prepared in violation of the Architectural Registration Law have been and are being accumulated. If you know certain chronic violators, let us hear from you. If necessary, we'll enjoin them. Our attorney points out that this legal action then puts them in a position whereby one further architectural commission attempted can enable them to be "held in contempt of court". We would like to see the courts of the State remove some of the policing load from our Board, but there is no easy way to accomplish this. A stronger Architectural Registration Law, while tougher to break, would be more than proportionately difficult to enforce. Before a culprit can be tried in court, charges must be filed by someone, and in our case they must first come from you, then from the State Board of Architecture.

Let us now face the result of all of this. Yes, we will stop some engineers, but others with the assistance of unscrupulous architects and certain building department officials, will continue to find loopholes. Plan stampers are no cleaner in one profession than in the other. Fee cut-

*(Continued on Page 12)*



## Message from The President . . .

*(Continued from Page 11)*

ters have been a major contributing factor of our problems. Poor design and inadequate planning and detailing provide most of the rest. We can blame no one but ourselves, so until we improve this, little has been accomplished. From now on in, the engineering profession will rightfully watch the architects, to catch any or all who continue to design structures strictly listed as engineering by our

Agreement. Some architects will use these facts to club clients now using engineers for architectural work.

Our Boards have agreed to assist each other in a general "housecleaning" of this problem. We expect to get an amended "Agreement" in the hands of both Boards for printing and distribution to the registered members of their respective professions. We hope to get this Agreement written into their by-laws, or if necessary, State Registration Laws. Thusly we can notify all state boards and agencies of the situation, and it

will be unnecessary to re-write any laws governing any other agency. Actually, as an example, the State Hotel Commission in allowing their employees to accept construction applications for apartments, motels and hotels designed by engineers, are knowingly aiding a violation of a State Statute. For some years the State Board of Health has refused to accept engineering plans prepared by architects. We have been the forgotten lot, but this will no longer be. We've been heard, but just for the first time.

---

## Appropriation Bills Omit College of Architecture Funds

When an economy-minded House and Senate passed, on May 21, appropriation bills for the coming biennium, they killed any chance that the College of Architecture and Fine arts at the U/F will move into new quarters for at least three more years. Last-minute efforts toward amending both bills to provide funds for much-needed building failed to make even a small dent in the hold-the-line policy of either house. The result is that faculty and students must continue to live under the do-without and make-do policy which has dogged the operations of the College for the last decade.

That in itself is bad enough. Added to it now is the distinct possibility that the National Architectural Accrediting Board of the Collegiate Schools of Architecture may strike the name of the University of Florida from its list of accredited institutions. This possibility is foreshadowed by the fact that in the recent past the Board has found present conditions of the College facilities to be "inadequate". With any improvement of these conditions impossible without funds; and with the door closed, locked and bolted against availability of these funds until 1961, there appears to be a real and tragic chance that the currently high status of the country's fourth largest architectural college at Gainesville may shortly be cashiered.

Efforts to convey an understanding of this situation to committees and members of both legislative houses have been of no avail this year. During the 1957 session, the College, with support from practicing professionals, won an appropriation of \$1,500,000 from a Legislature which was as lavish with its fund-approvals as the present one is frugal. But with revenue of the last biennium lagging some \$64-million behind 1957 appropriations the victory was hollow. Actual building operations were curtailed along many fronts—the College of Architecture among them, though its building appropriation had been given top priority.

This year the strongest representations from faculty, the Board of Control and the profession itself fell on deaf ears of appropriation committees in both legislative houses. In the final bill drafts, the total appropriation for educational construction at U/F amounted to only \$2,672,720 in the House and to \$2,509,560 for comparable items in the Senate. Amendments to both appropriation bills were prepared in an effort to bring the urgency of the building funds required before the membership of both chambers. The amendment in the Senate was killed immediately; and in the House it was not even introduced!

The burgeoning Junior College Program was also dealt a stunning,

though not as lethal, a blow. In the House, \$468,000 was added to the base figure of \$3,250,000 listed in bills of both chambers. This brought the appropriation up to that authorized for the four existing Junior Colleges during the 1957 session. The Senate added \$2,290,000 to its committee recommendations. But since there now exists a difference of \$17,500,000 between appropriations of the two houses, the committee conference necessary to adjust the difference will, in all probability, settle for close to the House figure.

In most instances, however, the House bill was more liberal than that of the Senate. Some major items of construction appeared in both bills. For the U/F, both listed \$1,418,960 for a "pharmacy wing and animal facilities"—for which about \$500,000 in matching Federal funds will become available. For FSU a mathematics and meteorology building was listed at \$1,182,359 and an addition to the nuclear research building at \$451,220. Both bills contained an item of \$687,140 for renovation of Lee Hall and dormitory construction at Florida A & M; and common to both bills also were two items for the new University of South Florida at Tampa—one a library and classroom-office building at \$1,965,000 and equipment for the first five of the university's new buildings at \$990,000.

But otherwise each appropriation committee wrought its own curious judgement on what undoubtedly was a carefully documented list of Board of Control recommendations. As a

*(Continued on Page 30)*



Ezra Stoller photo

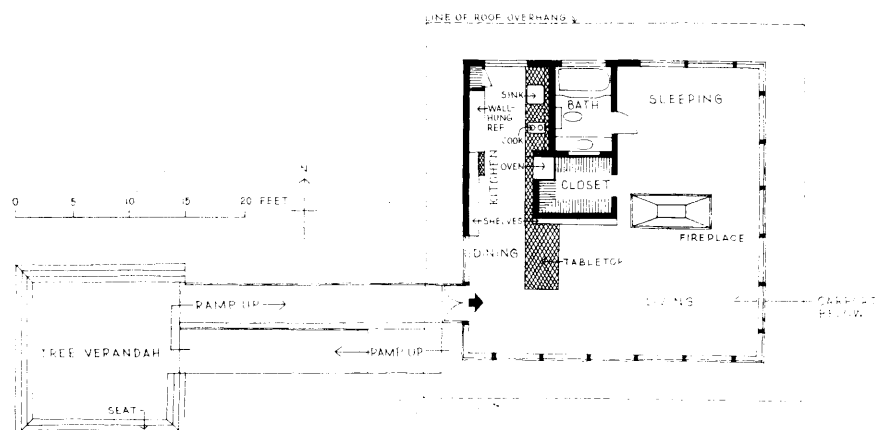
# House for Dora Ewing, Coconut Grove...

Masonry walls are natural gray concrete blocks laid on edge; others are clear cypress, random-width boards. Roof is surfaced with rough-split shakes. Chimney-ventilator is weathered copper. This building won another award at the recent Cruise Conference of the AIA South Atlantic Region.

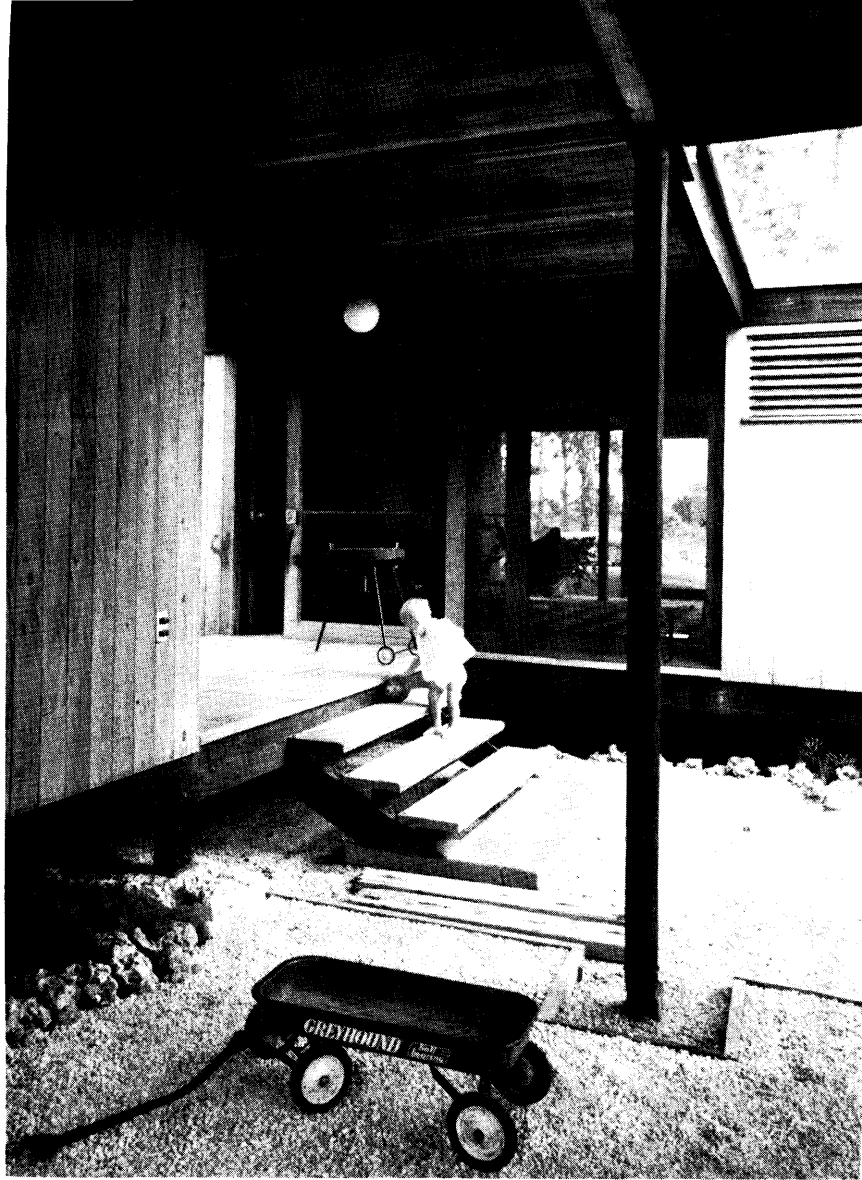
**HONOR AWARD**  
Residential Category

44th FAA Convention  
1958

**ALFRED B. PARKER, FAIA,**  
ARCHITECT







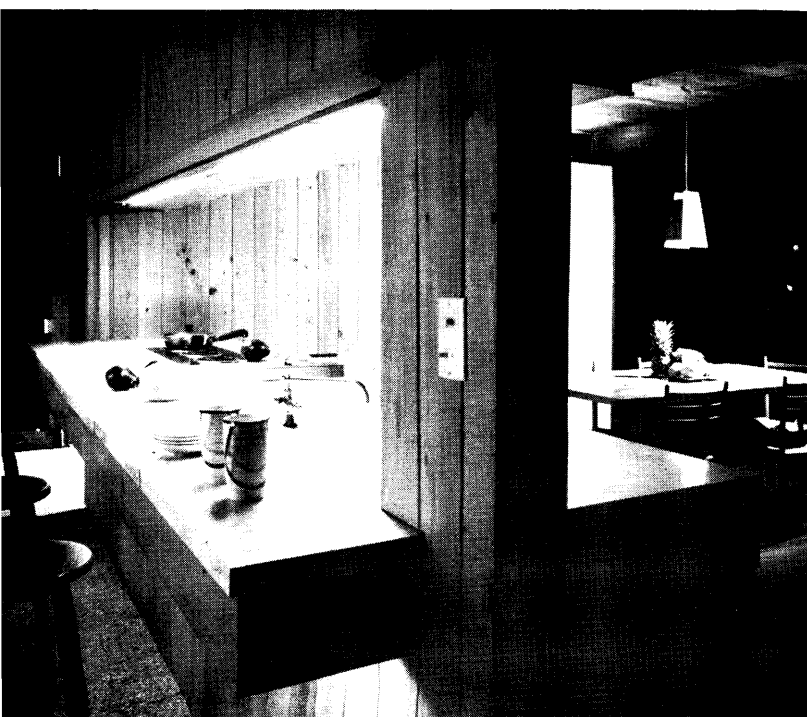
Photos by Hank Koch

## MERIT AWARD

Residential Category

44th FAA Convention  
1958

STARNES & RENTSCHER  
ARCHITECTS





## Residence for Earl M. Starnes, AIA, South Miami . . .

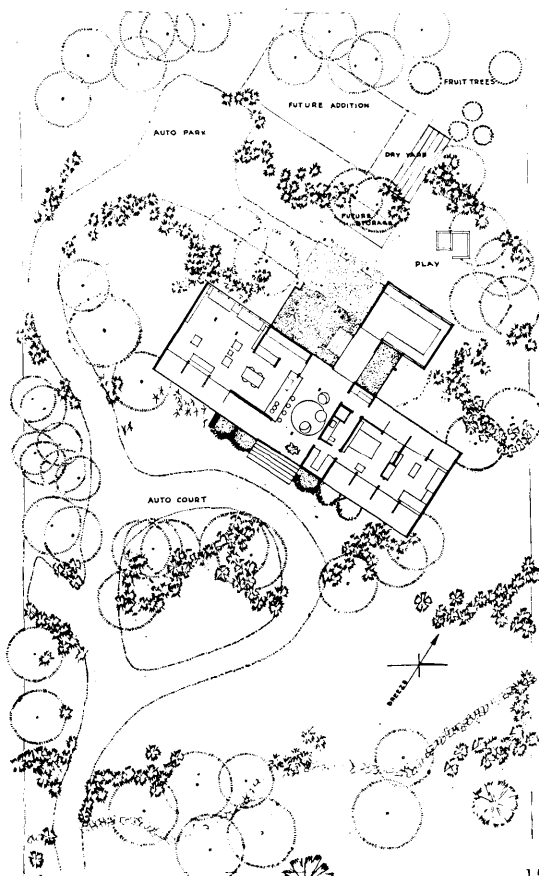
This small house, planned for a family of four can best be described in architect-owner's words:

"The idea of raising the building above the ground was adopted from early pioneer Florida buildings. This increases the quality of views from the house, it relieves some of the insect and moisture problems inherent in our climate and also makes more breeze available to the occupants.

"The building is primarily shelter from sun and rain, about 40 percent of the area being porch and breezeway. Conceived in a structural system that used timber in its best expression, post and beam frames were pre-fabricated of Douglas fir on the site and erected on the natural stone foundation walls, frames spaced at 6' on center. Then 2" fir decking was placed on the roof and the floor beams, thus the structural decks became finished ceilings and floors. Hinged doors were mounted directly to the structural posts to enclose the weathered-in spaces such as living, dining and sleeping areas. The basic planning concept was one of centering all activity about the open breezeway, thus dispensing functions to their best areas relative to this.

"Where no openings were required stud curtain walls were built and panelled with cypress. Redwood jalousies were used in the living room west wall and jalousie doors used on the east wall of the bedroom.

"The bath was tiled with natural clay units, Dorothy Starnes being responsible for glazing some of the tiles to add a bit of color to this area. The kitchen range and refrigerator is built-in. The kitchen counter is polished keystone."



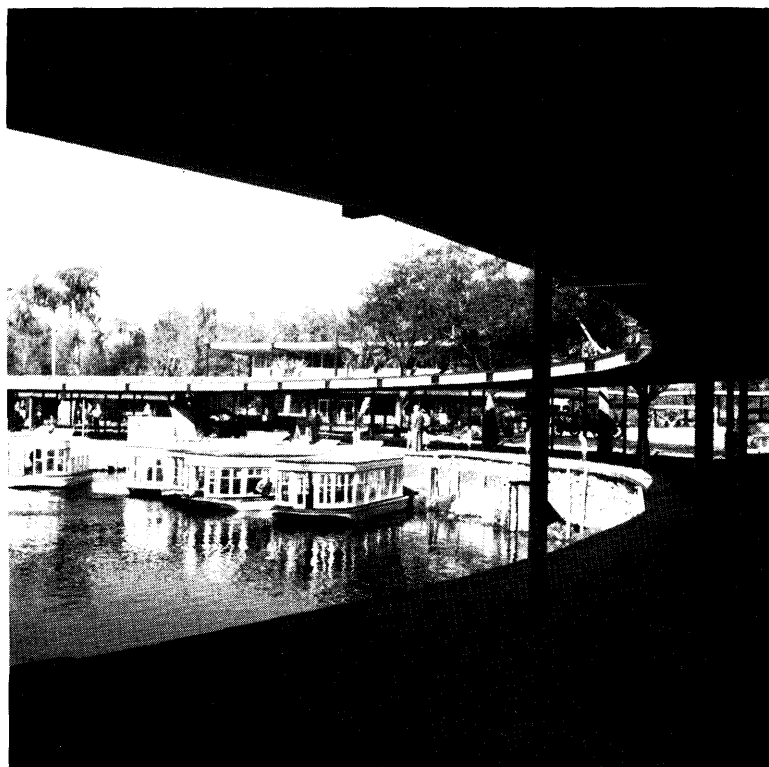




Mozert photo

## Award of Merit-1959 AIA Honor Awards Competition

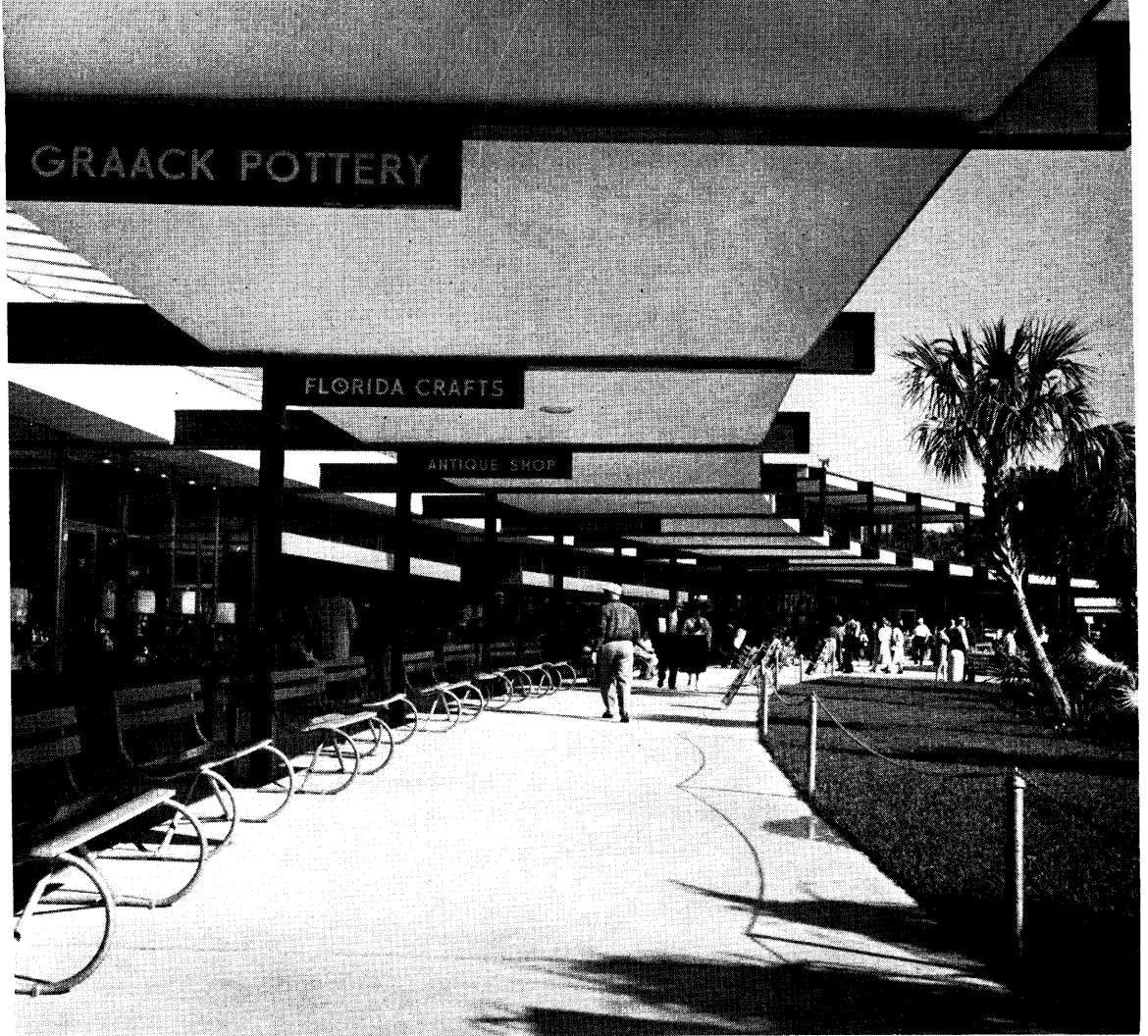
**Tourist Center, Silver Springs, Florida — Victor A. Lundy, Architect**



Victor Lundy photo

These prize winning buildings—the only Florida project to receive an AIA award this year—were planned to replace the original wooden structures which were destroyed by fire in 1955. The new center comprises three elements—a boat dock which sweeps in a great curve along the edge of the Springs that are the bubbling source of the Silver River, the main pavilion housing shops and rest rooms (with offices on the second floor of the northern portion) and a restaurant and coffee shop, all inter-connected with covered walkways. Each of the units has been planned so that additions can be made to follow the segmental curves without disturbing the unity of relationship that now exists. . . . Each structure is framed in steel with both columns and radial beams exposed as vigorous elements of the design pattern. None of the walls are load-bearing; and on the exterior they extend only to door height, providing the illusion that ceiling and roof canopy planes are “floating” above.





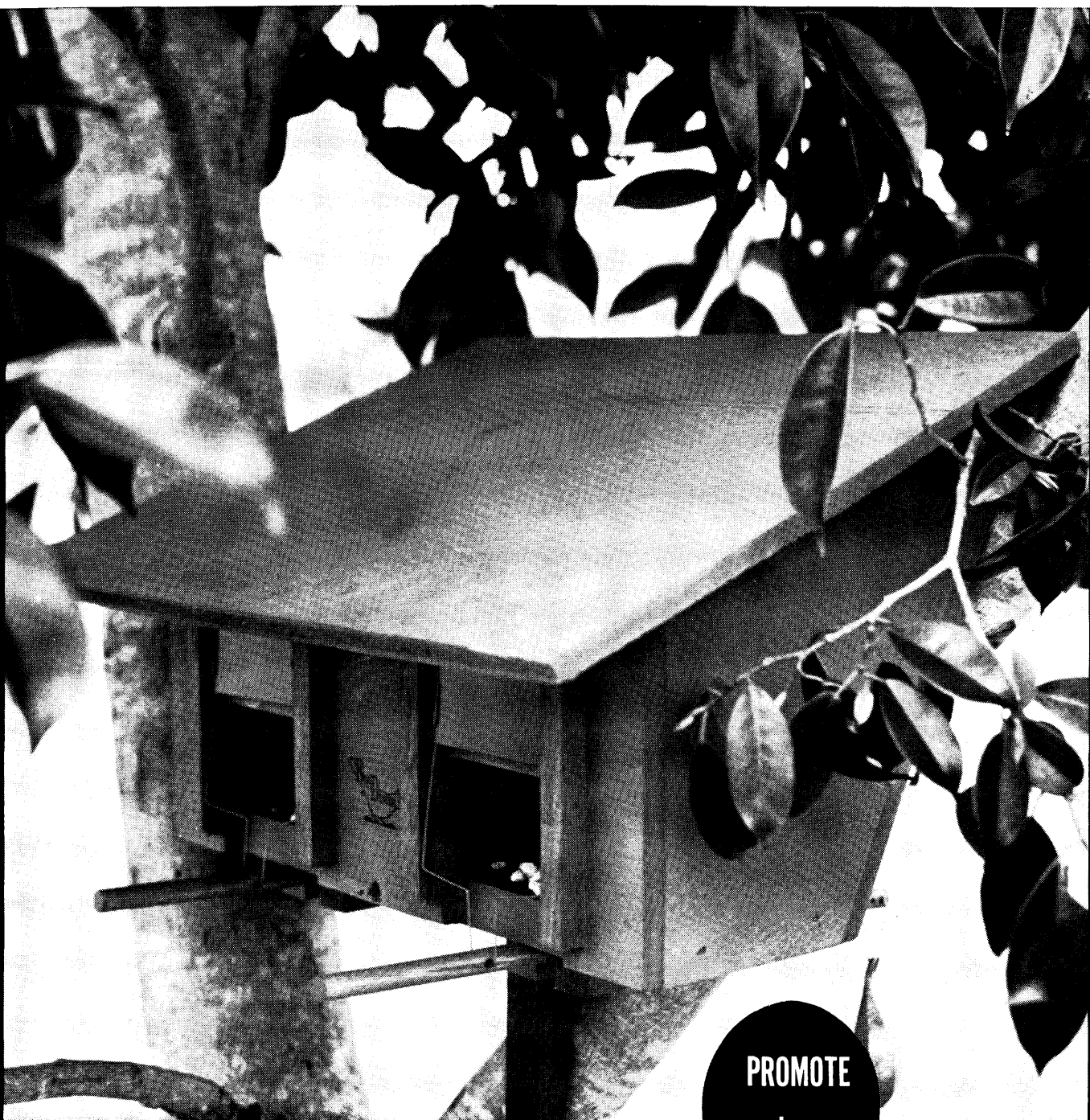
On the main building wide overhangs are cantilevered on both sides of a series of exterior columns, the space between the shelter canopies and the building roof being a skylight framed in aluminum, and glazed with blue-green heat-resisting glass.



Victor Lundy photos







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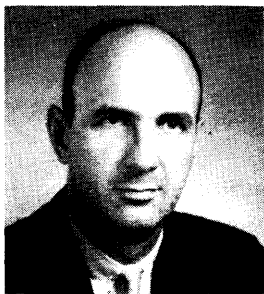
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# FAA Public Relations Workshop



Robert E. Denny, Public Relations Director for Henry J. Kaufman, Inc., of Washington, D. C., and P/R Counsel for the AIA, conducted the first of the FAA's new series of Professional Workshops held in Gainesville April 23-24, 1959. The day-and-one-half meeting was recorded; and published here are significant excerpts from the transcript for information and guidance of those unable to attend the meeting in person. Discussions have been condensed; but direct quotations have been used where possible.

The Workshop opened with a definition of Public Relations. This is the practice of: "1 . . . *Evaluating* your policies with respect to the public interest; 2 . . . *Identifying* your policies with the public interest; 3 . . . *Communicating* this state of identification to the people upon whom your prosperity depends."

This comprises the *theory* of P/R in which all three points are interlocking and all necessary to the successful application of the *tools* of any P/R campaign or program. *Evaluation* directly implies both an understanding of where you, as a competent professional man, fit into the life of your community and a knowledgeable conviction of what your activity can contribute. It's developed partly through observation, partly as a result of experience. It grows through personal contacts and it can be sharpened and clarified through research, formal or not according to circumstances.

*Identification* is less abstract. It denotes the alignment of your work and your aims with the individual and collective efforts of your community toward improvement. But it must be an honest alignment. And in claiming the public's interest as your own, your contribution to that interest must be based solidly on technical competence, professional integrity and a personal ability and willingness to deliver what you offer.

*Communication* simply means the methods used to establish identification—to link what you can do and

want to do with what needs doing in the community in which you live and in the interests of the public you serve. These methods are various. Not just publicity—newspapers, magazines, brochures. These constitute one sort of media only. Others are speeches, film presentations, TV and radio programs. All are important and powerful when properly used. They become most important professionally when used for group action. And that means, at local levels, the Chapter.

The Chapter's job is community relations. "It is, in many ways, the biggest single opportunity to deal directly with the public. This is the place to reach the all-important group which exerts influence on the thinking of the community." This job of community relations cannot be done at the national level—and only partially at the State level. The national organization can provide you with things to help your Chapter do that job.

Leaders in your community will make decisions for that community. And they need your help in one way or another in order to make them. Through these leaders community groups will form opinions leading to certain attitudes regarding community affairs and action based on those attitudes. The tools of communication, used consistently and sincerely by a Chapter, will automatically generate identification and understanding—and as direct result, the kind of climate in which professional activity

can grow and prosper.

Chapters, of course, are made up of individuals. So the effectiveness of the Chapter in developing and maintaining a high standard of community relations is the measure of the individual practitioner or firm's P/R behavior. What, specifically are some of the P/R tools and how can the individual use them for the benefit of his Chapter, his profession, his community and, to close the circle, himself?

Speaking is one. The Chapter can set up a speakers' bureau. And members who can talk—better yet, who can talk and draw at the same time—can staff it. Key the subjects of the talks to specific groups. Keep the talks short and above all simple—for the audience is always a lay one without the technical background of specialized training and experience.. Talk *about* something—a community project, or a certain building type, a community problem to which architecture can help contribute a solution. And talk in company with some visual aid—a drawing, an exhibit, a model, charts, film slides, a movie.

Whatever the subject, the one who presents it must be first competent, then articulate. A finished delivery is less important. Competent and sincerity are the vital things; and often a relatively poor speaker will score notable successes because he has them and has been able, simply and directly, to get them across to his audience.

(Continued on Page 25)

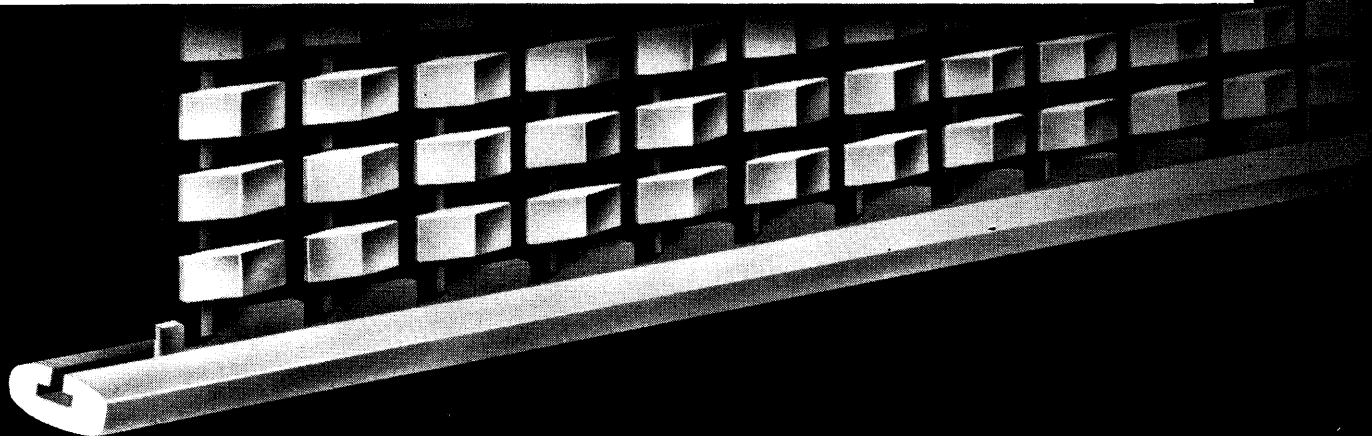


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# The Enforcement Side of The Registration Statute

It sets standards of good practice to protect the public; and the State Board is making sure that these standards are maintained.

The annual spring meeting of the Florida State Board of Architecture was held May 1, 2 and 3, 1959, at the Galt Ocean Mile Hotel north of Ft. Lauderdale. The Board's legal agenda occupied the first two 12-hour days of the session; and when this was completed, seventy-five items relating to the enforcement of the architects' registration law had been acted upon. Included were three personal interviews, one of which constituted a hearing on the basis of formal charges filed against a Fort Lauderdale architect.

The architect was John M. Peterman; and the hearing was conducted by the Board's attorney, Harry T. Gray, of Jacksonville. The hearing took over three hours, with all testimony being recorded by a court stenographer. Charges had been filed under Section 467.14, Florida Statutes, on the basis of "*gross incompetency or negligence in the construction of buildings.*" As a result of the testimony and its own deliberations, the Board ordered that the certificate of registration, No. 1001, of John M. Peterman, be suspended for a period of one year. The finding was made on each of the two counts — gross incompetency and negligence — but the Board's decision stipulated that disciplinary action on each should run concurrently. The law provides for an automatic reinstatement of a registration at the end of a suspension period upon payment of required fees.

The other appearances before the Board were largely for the purpose of clarifying for the individuals concerned the application of the registration law to their activities. One concerned local representation of a corporation seeking to practice architecture in Florida. The other involved the legal authority of an architect to use his seal on documents prepared in

large part by others. These two cases point up provisions of Florida's registration law which still appear to be misunderstood by a substantial segment of the architectural profession in our State — but which are an especially important part of the Board's regulatory activities.

The Florida law—Section 467.08—states that no certificate of registration shall be issued "... to any corporation, partnership, firm or association to practice architecture in this state, but all certificates shall be to individual persons". In recent years a number of "package dealers" and engineering corporations have attempted to get around this provision of the law by employing registered architects as "representatives" or "branch managers" or "associates". Some architects, in all good faith, have thus become employees of such organizations. In some instances they have obtained jobs for their employers and have done technically creditable work in preparing all documents necessary for construction. But service contracts have been between the building owner and the firm—not between owner and architect—thus indicating that architectural service was being furnished, not by an individual, but by a corporation or firm employing the architect.

This situation is clearly a violation of the existing statute. The Board's position, under the law, is that the service contract must be between the owner and the architect producing and sealing the documents. Legally, there is nothing to prevent an architect in Florida working with, or for, any organization of his choice. But he, *not* the organization, must furnish and be responsible for whatever architectural services may be involved. He must be the architect, in fact and by contract.

As to the use of an architect's seal,

the law is equally clear and specific. Section 467.15 states, "*No architect shall affix or permit to be affixed his seal or his name to any plan, specification, drawing or related document which was not prepared by him or under his responsible supervising control...*". This covers a wide range of situations. One involves the operation of an architect registered here who maintains an active office in this state, but spends the vast majority of his time in an out-of-state headquarters office. If he seals the documents prepared in his Florida office without more than perfunctory attention to them, he is violating this statutory provision.

This provision may also involve operation of "branch offices" by architects resident in Florida. And it certainly applies to those resident architects who labor under the misapprehension that as "associates" they can legally affix their seal to documents prepared in all major aspects by out-of-state individuals who have not obtained registration to practice architecture in this state. Involved in this type of situation are many operations undertaken by chains of stores, motels, restaurants and the like. A Florida architect may, without question, perform services for such organizations. But when he does so, he must accept responsibility for their structures. He must insist that he be in the position to prove that his seal has been used legally and that documents involved have been prepared "*under his responsible supervising control,*" thus designating him—in fact and of record—as the architect.

Records of the Board's enforcement activities would show, however, that such misuse of an architect's seal is rare in comparison with the extensive activities of individuals who practice architecture within the framework of



the statutory definition but without registration as an architect. Action to halt this type of violation is constant on the part of the Board; and recently it has been substantially widened and accelerated. At its May meeting, for example, the Board received a report from its investigating legal counsel that six injunctions had been granted, four in the Orlando area, one in Tampa, another in Clearwater. Three new legal proceedings were authorized against illegal practitioners and an additional three were initiated against registered architects for illegal use of their seals.

These regulatory activities have ranged the state. Three of the newly started actions, for example, sprang from the Miami area. Another was located in Pensacola, another in St. Petersburg, the sixth in Hollywood. The point is that though some areas of the state appear to be more soundly cursed with illegal practice than others, no area seems entirely free of it; and the Board will wield its regulatory power anywhere within jurisdiction whenever evidence supports an allegation sufficiently to justify legal action.

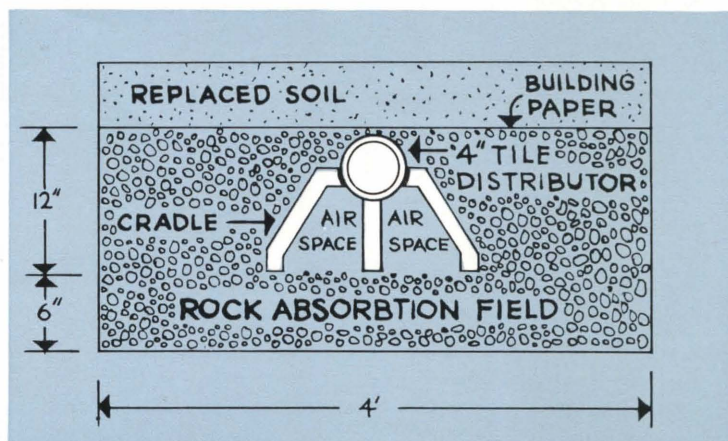
Such action is not necessarily a "last resort" on the Board's part. But by far the greatest number of "cases" which are periodically considered by the Board are effectively handled either by personal contact by the Board's members or legal staff or through correspondence. Often, what appears to be a clear-cut violation has been brought about by ignorance on the part of the individual concerned. Many illegal practices of non-registered individuals have ceased when the provisions of the statutes were clarified. And in several cases violators have indicated their willingness to seek registration through the designated routine of examination.

A substantial proportion of the Board's legal agenda refers to improper designation of firm names. Sometimes this has occurred through misunderstanding of the Board's Rules and Regulations; but in other instances it has appeared that an architectural firm had been loosely designated merely to cloak an iniquitous collaboration of a non-registered practitioner and a plan stamper. In an effort to plug this sort of legal loophole, the Board has recently undertaken an intensive re-study of this section (Rule 7) of its Regulations. A revision is now underway.

JUNE, 1959

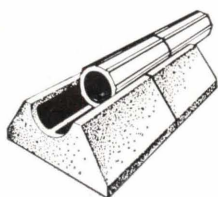
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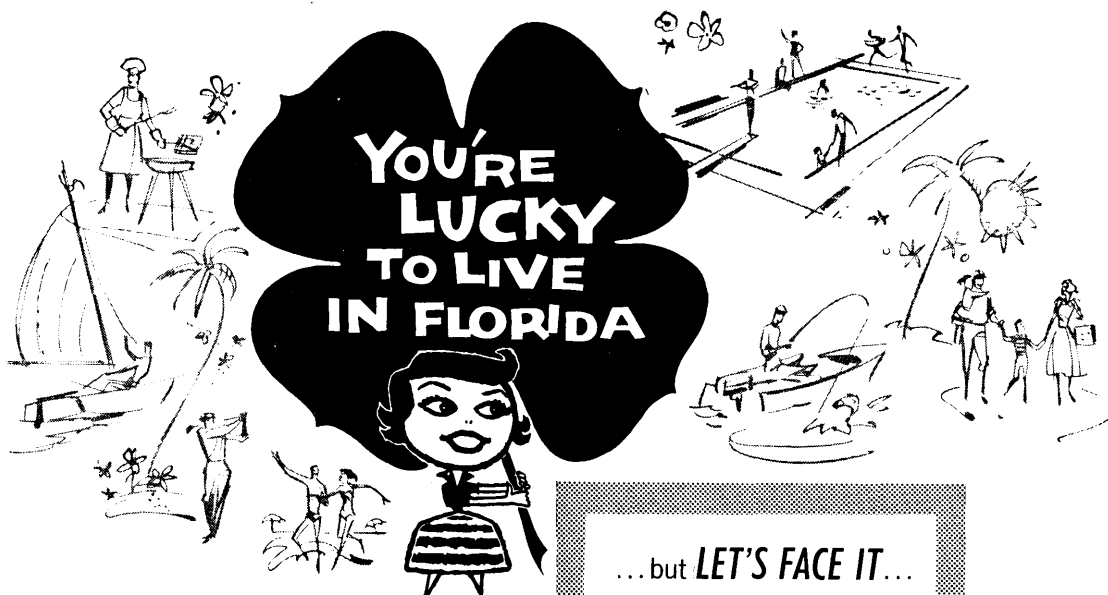
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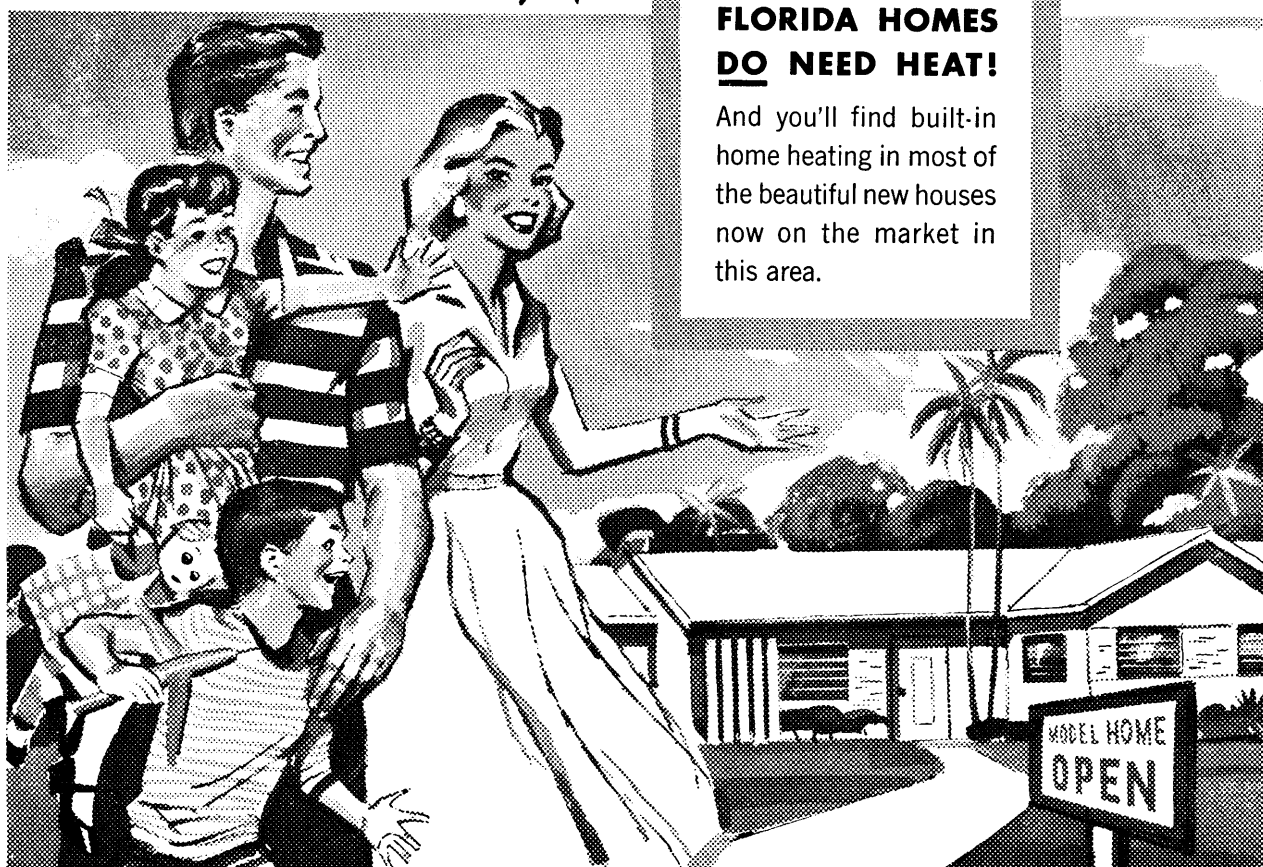




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THE FLORIDA ARCHITECT

## P. R. Workshop . . .

(Continued from Page 20)

Another P/R tool is your office—though from the looks of many, it would seem most architects don't realize this. It needn't be plush. But neither should it look like the junk yard which so many resemble. Fix up your office so it reflects your own personal competence and taste. And key every element of your operation likewise—your letterheads, cards, brochures, photographs, renderings, job cards, specs binders. More people than you realize see these things; and what they see helps to determine what they think of the individual of which these things are a reflection.

Publicity is, of course, a vital P/R tool, but one that's often little understood and often misused. Chief thing to remember about the mechanics of publicity is that it's a two-way street. Newspapers wants stories. But editors usually don't have architectural knowledge or experience. So you must give them the facts they need to write intelligently about what you have done. Furnish them with good photos and a complete fact sheet on projects you

have done or may be doing. Name the owner, the builder, the people behind the project. Tell the editor briefly about the job—what it is for, what it will contribute to its location, why it was designed as it was, how it will help solve some business or community problem, how materials were used to produce certain design effects. By doing this you will probably assure publication of your work, for you will have been instrumental in helping the editor to write an accurate, complete story. Thus you will have helped your clients and yourself by establishing identification

with the community's interests. And you will also have helped your profession by showing the public what good architecture is and how it comes into existence.

A recent survey of opinion from among editors of newspapers indicated that architecture was news—but that editors were having a hard time getting this kind of news from architects. This suggests that much excellent publicity can be generated by getting to know newspaper editors, finding out what they want—and how they want it presented—and

(Continued on Page 26)

### P/R TOOLS AVAILABLE FOR CHAPTER USE FROM THE AIA

Four films issued by AIA have been purchased by the FAA for use by Florida AIA Chapters in local P/R programs. They are: "What is a House", "A School for Johnny", "A Place to Worship", and "Buildings for Business". Two more are now in process, one on vocational guidance, the other on community planning. Also, Chapters can obtain "Plan for Learning" a new color film on schools sponsored jointly by the AIA and U. S. Steel, and "New Age of Architecture" developed by Time, Inc. . . . Four new leaflets are scheduled for distribution this summer from the AIA. They are entitled "Architecture is Your Business", "Facts and Fancies About School Planning," "Building is Your Business," "Contemporary House — What it Is and Why".



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## P. R. Workshop . . .

(Continued from Page 25)

then taking steps, individually, and collectively as a Chapter, to make it available.

Discussion by Chapter P/R Committee chairmen indicated that some P/R techniques were being used to advantage by architects in Florida. For the Florida South Chapter, President EDWARD G. GRAFTON outlined a recent meeting which featured a panel discussion on church architecture to which 500 ministers and church building committee chairmen had been invited. About 175 attended the meeting. The panel included three architects and three ministers of differing faiths; and in addition to the discussion, the AIA film "A Place to Worship" was shown.

The increasingly effective work program of the Mid-Florida Chapter was outlined by FRED OWLES, its P/R Committee chairman. The industry-wide awards dinner started last year has been planned as an annual affair. Concerted effort has been made to

improve press and radio contacts. Also, the Chapter has made its influence felt in community matters and has been especially active in helping to promote civic and regional planning activities. Though the Chapter is necessarily small, plans for the future are ambitious.

The Chapter's P/R Committee now has five members. One will serve as director of a speaker's bureau now forming. Another will be the director of public service charged with developing identification of the profession with community activities. A third will initiate and guide activities of architects in the radio and TV fields; and a fourth will work in the area of professional services and contract relationships with engineers, builders and trade groups with which architects work. Each will pick a committee of Chapter members to work with him; and coordination of the program will be the responsibility of the committee chairman and the Chapter's executive committee.

Comments on this program stressed the importance of the individual


architect as a Chapter member, taking an active part in various community activities as a public servant—as a civic official or member of local planning, zoning and appeal boards. Stressed also was the advantages of active membership in various type of service clubs and charitable organization. The point made was that identification of architects with activities of this sort served the double purpose of promoting public awareness of the profession as such and clarifying the fact that the services offered by the profession were aligned with the public interest.

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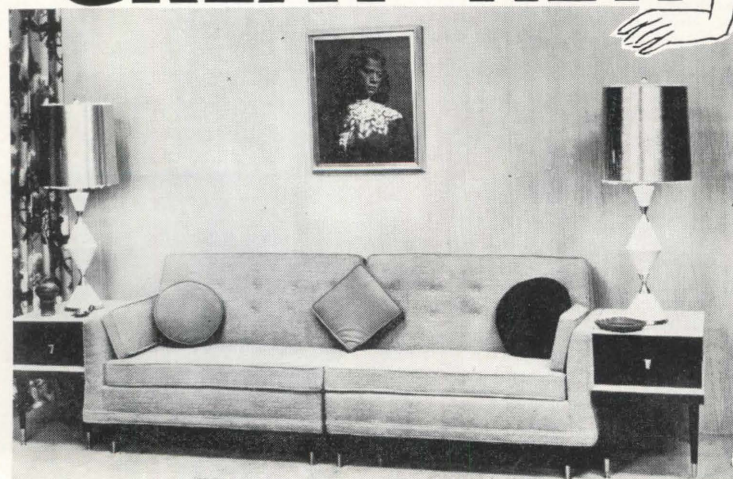
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# News & Notes

## Preservation of Historic Buildings

What is an historic building? And what is the responsibility of Chapter Committees on the Preservation of Historic Buildings? On the basis of those two questions, the record of Florida's 10 AIA Chapters does not appear good in the report of the AIA Committee on the Preservation of Historic Buildings issued from the Octagon under date of April 21.

No reports were received by the AIA Committee from eight out of the 10 Chapters in Florida. Of the two reports received one, from DAVID T. ELLIS of the Florida South Chapter, reported "no worthy structures in Miami," "little of interest" in Lakeland and "none that could evoke any interest" in Coconut Grove. On the other hand, ROBERT L. BOARDMAN, of the Jacksonville Chapter, lists 34 structures worthy of attention and cites activities of the Chapter in cooperating with the Florida Board of Parks toward the preservation of Fortress San Marcos at St. Augustine—through which the State Road Department had reportedly been blithely planning to build a highway.

The National AIA Committee heard nothing from the Florida North Central Chapter. But under date of May 20 the Tallahassee *Democrat* published a story on the historic building activities of this Chapter with a three-column heading "Architects Will Help Save Historic Homes." The story indicated that the Chapter, at a special meeting on May 19, adopted a formal resolution calling for a survey of 14 buildings in the Tallahassee area "worthy of historic note and preservation." The resolution called for a survey of the historic buildings, compilation of data and illustrations for a brochure, a program to acquaint the Tallahassee public with their heritage, and co-operation with civic officials and organizations and members of the general public interested in the overall undertaking.

PRENTISS HUDDLESTON, a former president of the Chapter, reported, as chairman of a local citizens' committee, that a preliminary survey had been made of four structures worthy of historic preservation. CHESTER L.

CRAFT, as chairman of a Chapter subcommittee, recommended the cooperative historical research program to the Chapter. As a result, survey teams were assigned to evaluate the 14 buildings toward the end of compiling architectural and historical data on them and to report back to the Chapter at its July 2nd meeting.

In the meantime, effort will be made to form a joint committee to coordinate efforts to document and preserve worthy structures. The committee will be made up of Chapter representatives, the Tallahassee Planning Board, a Citizens' Committee and the local chapter of the AGC.



## Miami Chapter Elects Officers

Officers and directors of the Greater Miami Chapter of the Construction Specifications Institute have been re-elected for the year 1959-1960 beginning June 1, 1959. Individuals named have served the CSI Chapter since its first official meeting in December, 1958. Re-elected officers are: *President*, DONALD G. SMITH, AIA (of Smith & Korach); *Vice-President*, JOHN O. GRIMSIAW, AIA, (of Weed, Johnson & Associates); *Secretary*, ERNEST C. NORLIN (of Frank Shufflin & Associates); *Treasurer*, SAMUEL M. PUDER, AIA (of Edwin T. Reeder Associates).

Since the charter meeting of the Greater Miami CSI group, active membership has increased more than 50 percent, with the current Chapter roll now standing at 67. Two types of membership make up the Chapter: those concerned professionally with specifications, as architects, engineers, researchers, and those who use specifications in purchasing or manufacturing, or who are engaged in a non-professional capacity, in the construction industry. The common interest of both types of membership is the purpose of the CSI—to promote better specifications, to engage in research, and to study all problems and

(Continued on Page 29)

## News & Notes

aspects of specification writing.

The Greater Miami Chapter holds regular meetings the first Monday of each month at 7:30 p.m. in the Dupont Plaza Center, Miami.

### Florida Representation At 1959 AIA Convention

According to present indications, most, if not all, of Florida's 10 AIA Chapters will be substantially represented at the AIA's 1959 Annual Convention at New Orleans. As most readers know, the Convention will open Monday, June 22, and adjourn shortly after noon on Friday, June 26. Convention headquarters will be the Roosevelt Hotel.

President JOHN STETSON has suggested that the Hotel Monteleone, close to the heart of the old French quarter of New Orleans, be regarded as headquarters for Florida's Convention delegation. He has reserved a suite in the Monteleone; and reservations have also been made for the FAA's administrative staff, including the Executive Director and the Administrative Secretary.

President Stetson is particularly anxious that Florida Chapters be represented in strength at this particular Convention. It will be the last time that Florida architects will attend a national conclave as members of the present South Atlantic Region of the AIA. As of the 1959 AIA Convention, Florida will assume full status as an independent region of the AIA. Thus as large as possible a Florida contingent should plan for the New Orleans trip—and plan an active participation in Convention proceedings.

### Personals . . .

The Draftsmen's Club of Miami has, for several years, conducted an employment service for the placement of competent draftsmen with practicing architects in the Greater Miami area. Recently a new chairman of the Employment Committee has been appointed in the person of RICHARD A. CRANFIELD. Inquiries relative to employees will be answered by calling Mr. Cranfield at HIGHLAND 8-5125.

ELLIS W. BULLOCK announces the opening of architectural offices at 101 West Wright Street, Pensacola.

(Continued on Page 30)

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## News & Notes

(Continued from Page 29)

### Office Practice Workshop Slated for July

At the FAA Board Meeting held April 25, 1959, at Gainesville, ROBERT H. LEVISON, FAA 1st Vice President and Chairman of the FAA Office Practice Committee, announced general plans for the Office Practice Workshop which will be held in conjunction with the next FAA Board meeting in Palm Beach. The dates tentatively set at present are July 31 (Friday) for the Workshop and August 1 (Saturday) for the Board meeting.

As now planned the Workshop, the second in the FAA's professional workshop program, will include three topics of importance to every practicing architect. They are: 1 . . . Taxes; 2 . . . Streamlining of Office Practice; and, 3 . . . The Law as it Pertains to Architects. As an outgrowth of this Workshop, Chairman Levison hopes that it will be possible to develop an informative monthly column on the subject of office practice for monthly publication in *The Florida Architect*.

### Appropriation Bills .

(Continued from Page 12)

few examples: The House ignored an item of \$186,240 for a college of law addition for the U/F contained in the Senate bill; but it listed \$1,253,760 as the figure it would approve for residence halls for single students at the same university—which the wisdom of the Senate had evaluated at only \$904,360. The Senate listed a health and physical education building for Florida A & M which the House completely omitted; and the Senate also gave the nod, to the extent of \$200,000 to a physics building for FSU which was not mentioned in the House listings.

On the other hand, the House was comparatively sympathetic to the needs of U of SF. It approved a total appropriation of \$6,021,580—including \$145,000 for residence halls and a classroom building allowance of \$1,850,000. In the Senate bill these two items were omitted and the total appropriation for the new institution was listed at only \$3,835,000. Curiously enough, the Senate,

though appropriating only about half the construction listed in the House bill, indicated the importance it attached to "extension of utilities" by listing a figure almost \$200,000 greater than the \$535,580 item appearing on the House schedule.

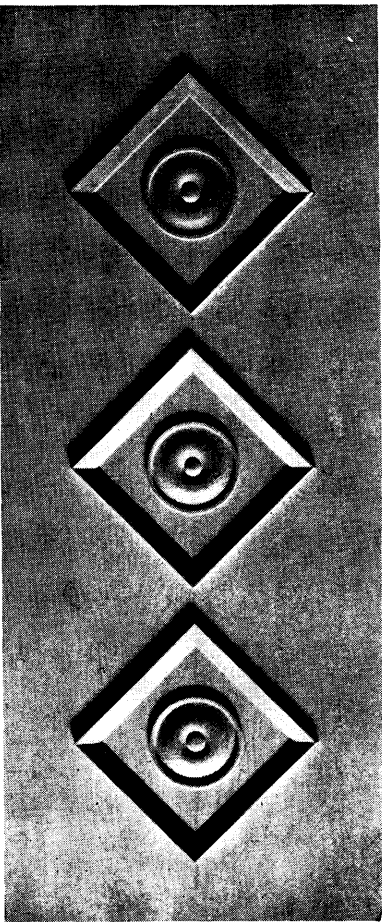
As to construction for the Division of Mental Health, the Senate appropriated a total of \$5,944,464 as against the House figure of \$4,635,814—though both bills contained provisions for two hospitals, one at \$1,500,000 and the other at \$1,327,000. The two houses were in close alignment relative to needs of the Division of Correction. The House listed at total of \$7,129,159; the Senate figure being \$7,309,159 which include \$230,000 for a dormitory at Glades not included in House bill.

As to capital outlay for county school construction, the Senate listed a flat \$12,000,000 per year for the biennium. A comparable figure did not appear in the House bill, though the committee had provided for it as part of its appropriation covering the public school portion of the Minimum Foundation Program.

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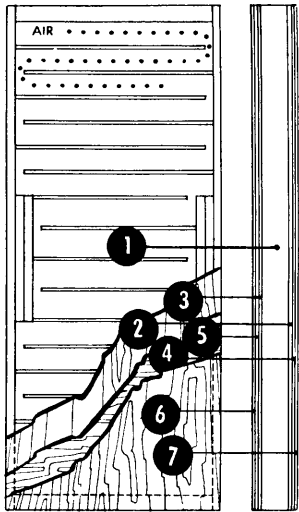
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## Editorial--

# Two Levels of Conduct...

By CLINTON GAMBLE

Regional Director, AIA

This may well be the most important personal discovery I have made after many years of membership in the Institute. I hope it may be useful to you and I do ask you to read carefully and consider thoughtfully.

My discovery began at the March meeting of the Board of Directors. We were discussing a judiciary case. It was a complicated situation and I was having grave doubts as to my ability to follow the intricacies of the legal reasoning. But then Ed Wilson, Secretary of the Institute, said, "We are not attorneys skilled in legal manipulation; indeed we shouldn't be. But we are all practicing architects knowledgeable in our own profession and gathered here dedicated to uphold the ethical and moral principles that are the rules of the AIA. Consequently, we can best decide this matter by the exercise of our own conscience, using these rules."

A few days later a sociologist speaking at the Middle Atlantic Conference said, "Society in general is willing to allow the professionals an opportunity to regulate themselves. Laws are mostly general in nature to be observed by everyone. Fear of punishment (being sent to jail or fined in dollars) is the major reason for observing them. But professionals have a higher responsibility that cannot be entirely spelled out in punitive laws. Consequently, the public expects these professionals to band together and restrict themselves by rules and regulations that depend only on moral conscience for observance." This is the basic reason for the AIA.

Still later John Stetson, President F'AA, opened an F'AA Board meeting by quoting Look Magazine "The

architect is in the highest "Status" bracket of society."

My discovery then was to realize there are two levels of conduct we are always talking about and these two levels are always getting confused with one another. One level is the law of the land. Our architects' and engineers' registration laws for example. They have no moral or ethical clauses. They simply protect the public by requiring a reasonable technical proficiency. The second higher level is best set out in Article 1 of the By-Laws of the Institute. Get it out and reread it now before we go farther.

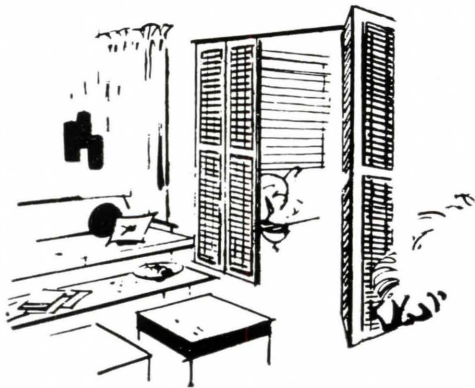
I suggest in tackling any problem we have, we must first decide which level applies. Take architect-engineer relations. Certainly the law of the land, considering public safety, must allow engineers the right to design structures. But the rules of the Florida Engineering Society and the Institute recognize a higher responsibility. These rules say architects can *best* design buildings and engineers bridges — and the observance is an ethical responsibility, at a higher level. Now all of us are human and observance of abstract ethics must vary widely. But we can keep reminding one another, through our professional organizations, of our rules, spell them out from time to time more clearly, and apply these rules to our own conduct.

Please be sure I am not preaching a sermon. It has struck me so forcibly that there are these two levels of conduct, that we can make many decisions clearer if we decide first which of these two levels apply. I know it has made my own thinking so much clearer that I want to share this device with you in real hope you too will find it useful.

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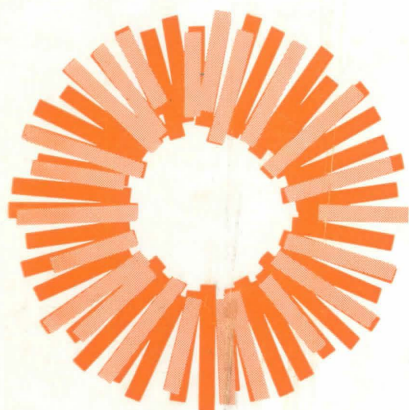


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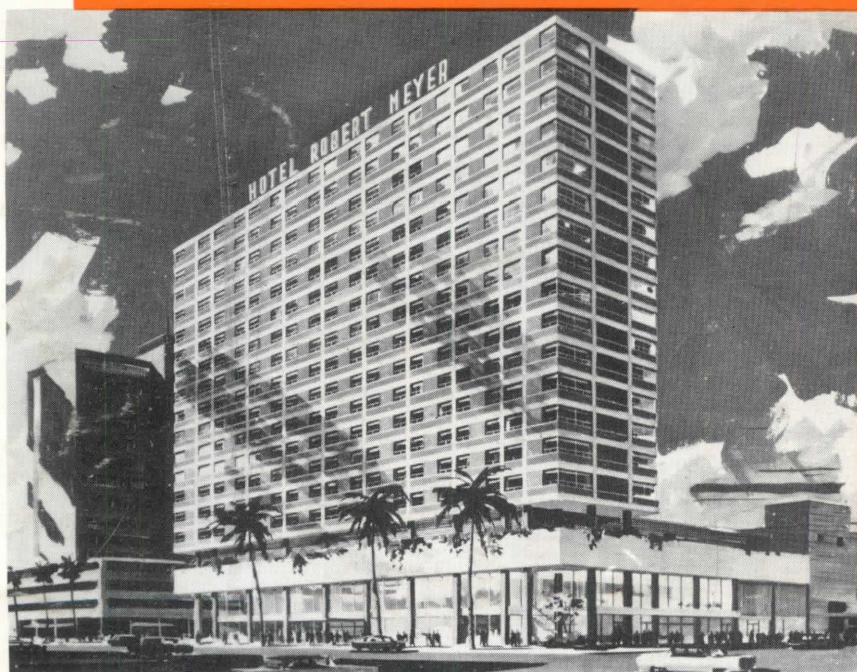
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